

Rep Order# 9819184 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/14/2012 3:53 PM
Last Received: 09/14/2012 3:51 PM
Showing Buylines: All Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

56658
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-TH	430A-5A	GOOD MORNING CINCY @ 430A	:60	\$50.00	09/17-09/20	1 P4	1	1	\$50.00	
	2	M-F	5A-530A	GOOD MORNING CINCY @ 5A	:60	\$220.00	09/17-09/21	1 P4	1	1	\$220.00	
	3	M-F	530A-6A	GOOD MORNING CINCY @ 5A	:60	\$220.00	09/17-09/21	1 P4	1	1	\$220.00	
	4	M-F	6A-7A	GOOD MORNING CINCINNATI	:60	\$900.00	09/17-09/21	2 P2	1	2	\$1,800.00	
	5	M-F	7A-9A	THE EARLY SHOW	:60	\$450.00	09/17-09/21	4 P2	1	4	\$1,800.00	
	6	SA	6A-7A	12 NEWS SATURDAY	:60	\$250.00	09/15-09/15	1 P3	1	1	\$250.00	
	7	SA	7A-8A	12 NEWS SATURDAY	:60	\$250.00	09/15-09/15	1 P3	1	1	\$250.00	
	8	SA	8A-10A	SATURDAY EARLY SHOW	:60	\$700.00	09/15-09/15	1 P2	1	1	\$700.00	
	9	SU	9A-1030A	CBS SUNDAY MORNING	:60	\$900.00	09/16-09/16	1 P2	1	1	\$900.00	
10	11	M-F	9A-10A	THE DOCTORS	:60	\$200.00	09/17-09/21	2 P4	1	2	\$400.00	
11	12	M-F	10A-11A	ANDERSON	:60	\$200.00	09/17-09/21	2 P4	1	2	\$400.00	

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	13	M-F	11A-12P PRICE IS RIGHT	:60	\$900.00	09/17-09/21	2 P2	1	2	\$1,800.00	
	13	14	M-F	12P-1230P 12 NEWS AT NOON	:60	\$1,000.00	09/17-09/21	2 P2	1	2	\$2,000.00	
	14	15	M-F	1230P-130P YOUNG N RESTLESS	:60	\$800.00	09/17-09/21	2 P2	1	2	\$1,600.00	
	15	16	M-F	130P-2P BOLD N BEAUTIFUL	:60	\$800.00	09/17-09/21	2 P2	1	2	\$1,600.00	
	16	17	M-F	2P-3P THE TALK	:60	\$700.00	09/17-09/21	2 P2	1	2	\$1,400.00	
	17	18	M-F	3P-4P LET'S MAKE A DEAL	:60	\$700.00	09/17-09/21	2 P2	1	2	\$1,400.00	
	18	19	M-F	4P-5P NEWS AT 4	:60	\$600.00	09/17-09/21	2 P3	1	2	\$1,200.00	
	19	20	M-F	5P-527P 12 NEWS AT 5P	:60	\$700.00	09/17-09/21	1 P3	1	1	\$700.00	
	20	21	M-F	530P-6P NEWS	:60	\$700.00	09/17-09/21	1	1	1	\$700.00 *	
	21	22	M-F	6P-630P NEWS	:60	\$1,800.00	09/17-09/21	1 P2	1	1	\$1,800.00	
	22	23	M-F	630P-7P NEWS	:60	\$1,800.00	09/17-09/21	1	1	1	\$1,800.00 *	
	23	24	SA	6P-630P 12 NEWS	:60	\$300.00	09/15-09/15	1 P4	1	1	\$300.00	
	24	25	SU	630P-7P LOCAL 12 NEWS	:60	\$500.00	09/16-09/16	1 P4	1	1	\$500.00	
	25	26	M-F	7P-730P INSIDE EDITION	:60	\$1,700.00	09/17-09/21	3 P2	1	3	\$5,100.00	
	26	27	M-F	727P-8P ENT. TONITE	:60	\$1,700.00	09/17-09/21	3 P2	1	3	\$5,100.00	
	27	29	SA-F	11P-1135P 12 NEWS AT 11P	:60	\$1,600.00	09/15-09/21	2 P3	1	2	\$3,200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	26	30	M-F	1136P-1236A DAVID LETTERMAN	:60	\$500.00	09/17-09/21	2 P3	1	2	\$1,000.00	
	29	31	M-F	1236A-136A LATE LATE SHOW	:60	\$120.00	09/17-09/21	1 P3	1	1	\$120.00	
	30	32	SA	1135P-1205A BENGALS NATION	:60	\$400.00	09/15-09/15	1 P3	1	1	\$400.00	
	31	33	W	8P-9P SURVIVOR	:60	\$4,000.00	09/19-09/19	1 P4	1	1	\$4,000.00	
	32	34	W	9P-10P CRIMINAL MINDS	:60	\$10,000.00	09/19-09/19	1 P2	1	1	\$10,000.00	
	33	35	F	10P-11P BLUE BLOODS	:60	\$5,000.00	09/21-09/21	1 P2	1	1	\$5,000.00	
	34	36	SU	7P-8P 60 MINUTES	:60	\$2,800.00	09/16-09/16	1 P3	1	1	\$2,800.00	
	35	37	SU	12P-1P NFL TODAY	:60	\$2,400.00	09/16-09/16	1 P3	1	1	\$2,400.00	
	36	38	SU	1P-4P BENGALS V BROWNS	:60	\$30,000.00	09/16-09/16	1 P2	1	1	\$30,000.00	
	37	39	SA	330P-7P SEC FOOTBALL	:60	\$1,200.00	09/15-09/15	1 P3	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 56 / \$94,110.00

---SALES MONTHLY TOTALS---

Sep 12: 56 / \$94,110.00

Sales Totals: 56 / \$94,110.00

Station Totals: 56 / \$94,110.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$216,444	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	16%
		WKRC	43%	WLWT	22%	WSTR	2%	WXIX	14%		

Books null
Demos RA35+

Order / Rev: 56658 Advertiser: Obama/D/President
 Alt Order #: 09819184 Product Desc: OBAMA :60S Local 12 WKRC-TV
 Flight Dates: 09/15/12 - 09/21/12 Estimate: 1775

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	09/17/12	09/21/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	1:00	1	\$220.00	P-4	0.00	NM	1	\$220.00
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	1	\$220.00	0.00								
E 4	WKRC	09/17/12	09/21/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
GOOD MORNING CINCINNATI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	2	\$900.00	0.00								
E 5	WKRC	09/17/12	09/21/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	1:00	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	4	\$450.00	0.00								
E 6	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	SaCM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	1:00	1	\$250.00	P-3	0.00	NM	1	\$250.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/10/12		09/16/12	09/16/12	-----S-	1	\$250.00	0.00								
E 7	WKRC	09/15/12	09/15/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	SaCM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	1:00	1	\$250.00	P-3	0.00	NM	1	\$250.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/10/12		09/16/12	09/16/12	-----S-	1	\$250.00	0.00								
E 8	WKRC	09/15/12	09/15/12	CBS This Morning Satur Saturday Early Show	SaCM	8:00 AM-10:00 AM (8:00 AM-10:00 AM)	-----S-	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/10/12		09/16/12	09/16/12	-----S-	1	\$700.00	0.00								
E 9	WKRC	09/16/12	09/16/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	-----S	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/10/12		09/16/12	09/16/12	-----S	1	\$900.00	0.00								
E 10	WKRC	09/17/12	09/21/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	1:00	2	\$200.00	P-4	0.00	NM	2	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	2	\$200.00	0.00								
E 11	WKRC	09/17/12	09/21/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	1:00	2	\$200.00	P-4	0.00	NM	2	\$400.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	2	\$200.00	0.00								
E 12	WKRC	09/17/12	09/21/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	PMTWTF--	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	2	\$900.00	0.00								
E 13	WKRC	09/17/12	09/21/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	PMTWTF--	1:00	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
12 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	2	\$1,000.00	0.00								
E 14	WKRC	09/17/12	09/21/12	Young & the Restless Young & the Restless	CM	12:30 PM-1:30 PM	PMTWTF--	1:00	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
YOUNG N RESTLESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/17/12		09/23/12	09/23/12	MTWTF--	2	\$800.00	0.00								
E 15	WKRC	09/17/12	09/21/12		CM	1:30 PM-2:00 PM	MTWTF--	1:00	2	\$800.00	P-2	0.00	NM	2	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Bold & the Beautiful															
BOLD N BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	2	\$800.00	0.00								
E 16	WKRC	09/17/12	09/21/12	The Talk	CM	2:00 PM-3:00 PM	MTWTF--	1:00	2	\$700.00P-2	0.00	NM		2	\$1,400.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	2	\$700.00	0.00								
E 17	WKRC	09/17/12	09/21/12	Let's Make a Deal	CM	3:00 PM-4:00 PM	MTWTF--	1:00	2	\$700.00P-2	0.00	NM		2	\$1,400.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	2	\$700.00	0.00								
E 18	WKRC	09/17/12	09/21/12	4p Local 12 News at Four	CM	4:00 PM-5:00 PM	MTWTF--	1:00	2	\$600.00P-3	0.00	NM		2	\$1,200.00
News at 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	2	\$600.00	0.00								
E 19	WKRC	09/17/12	09/21/12	5p Local 12 News at Five	CM	5:00 PM-5:27 PM	MTWTF--	1:00	1	\$700.00P-3	0.00	NM		1	\$700.00
12 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	1	\$700.00	0.00								
E 20	WKRC	09/18/12	09/21/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	-TWTF--	1:00	1	\$700.00P-3	0.00	NM		1	\$700.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	-TWTF--	1	\$700.00	0.00								
E 21	WKRC	09/17/12	09/21/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	1:00	1	\$1,800.00P-2	0.00	NM		1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	1	\$1,800.00	0.00								
E 22	WKRC	09/18/12	09/21/12	CBS Evening News	CM	6:30 PM-7:00 PM	-TWTF--	1:00	1	\$1,800.00P-3	0.00	NM		1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	-TWTF--	1	\$1,800.00	0.00								
E 23	WKRC	09/15/12	09/15/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM	-----S-	1:00	1	\$300.00P-4	0.00	NM		1	\$300.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S-	1	\$300.00	0.00								
E 24	WKRC	09/16/12	09/16/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM	-----S	1:00	1	\$500.00P-4	0.00	NM		1	\$500.00
LOCAL 12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S	1	\$500.00	0.00								
E 25	WKRC	09/17/12	09/21/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	1:00	3	\$1,700.00P-2	0.00	NM		3	\$5,100.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	3	\$1,700.00	0.00								
E 26	WKRC	09/17/12	09/21/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	1:00	3	\$1,700.00P-2	0.00	NM		3	\$5,100.00
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/17/12	09/23/12	MTWTF--	3	\$1,700.00	0.00								
E 27	WKRC	09/15/12	09/21/12	11:00 PM-11:35 PM	CM	11:00 PM-11:35 PM	MTWTFSS	1:00	2	\$1,600.00P-3	0.00	NM		2	\$3,200.00

